

maurices Announces Top 100 in Nationwide Model Search

Written by Brittney Hanson
Friday, 23 March 2012 12:03

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Duluth, Minn. – Online voters have narrowed [maurices Main Street Model Search](#) from more than 1,400 contestants to the top 100 who will advance to the next phase of the contest.

These 100 women will compete to be among 12 finalists chosen to model for maurices, a national young women's clothing retailer, in upcoming fall, holiday and spring campaigns. The winners will receive a photo shoot at an iconic fashion shoot destination and national exposure at maurices locations, www.maurices.com, mailers and social media. They will also be awarded a \$1,500 maurices gift card and a \$7,500 charitable makeover for a nonprofit in their hometowns.

People can visit www.mauricesmainstreetmodel.com to view the top 100 contestants' profiles.

“We are very pleased with the voter turnout for the second year of maurices Main Street Model Search. With more than 128,800 voters, participation was up almost three-fold from last year,” said Brad Hartmann, maurices vice president of marketing. “We hope the selected models are as excited as we are to move on to the next stage of our contest.”

Each of the top 100 contestants will create a video about why they should be a maurices Main Street Model. maurices will then choose 20 of these women to attend a casting call in Minneapolis, Minn., the week of April 16. A judging panel from maurices, including a celebrity judge and stylist [Christopher Straub](#) from Lifetime's “Project Runway,” will select the 12

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winners, who will be announced on April 23.

For more information, visit maurices.com , facebook.com/maurices or mauricesmainstreetmodel.com

maurices Main Street Model Search 2012 Timeline

Video submission: March 20 – 27

The top 100 contestants create and submit videos that about why they should be a maurices Main Street Model.

Introducing the top 20: April 2

Judging panel reveals the top 20 contestants.

Casting call: Week of April 16

Top 20 finalists are brought to Minneapolis, Minn., for a casting call with a panel of judges that includes Christopher Straub from Season Six of Lifetime's "Project Runway."

And the winners are: April 23

maurices will introduce the 12 winners of maurices Main Street Model Search 2012.

About maurices

maurices, a division of Ascena Retail Group, Inc. (NASDAQ – ASNA), is the leading hometown specialty store and authority for the savvy, fashion-conscious girl with a twenty-something attitude. Today, maurices operates 800 stores in 44 states. maurices stands for fashion, quality, value and customer service. Offering sizes 1-26 in select stores and online, our styles are inspired by the girl in everyone, in every size. For store information and to shop online, visit maurices.com

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